STRAVINSKY The Firebird (complete ballet). London Symphony, Dorati.
SR 90226 MG 50226

STRAVINSKY Petrouchka (complete). Minneapolis Symphony, Dorati. **SR 90216 MG 50216**

STRAVINSKY The Rite of Spring (complete). Minneapolis Symphony, Dorati.
SR 90253 MG 50253

CHERUBINI Medea (complete opera, with libretto). Maria Callas, Serafin, La Scala.
SR 3-9000 OL 3-104

POPOVERS: Clair de lune, Finlandia, Liebestraum, Golden Age Polka, and six other orchestral favorites. Eastman-Rochester "Pops," Fennell. **SR 90222 MG 50222**

VIVE LA MARCHE! French symphonic marches by Meyerbeer, Saint-Saëns, Gounod, Berlioz, and others. Detroit Symphony, Paray.
SR 90211 MG 50211

GROFÉ Grand Canyon Suite; Mississippi Suite. Eastman-Rochester Orchestra, Hanson.
SR 90049 MG 50049

TCHAIKOVSKY 1812 Overture (original scoring, with cannon and bells); Capriccio Italien. Minneapolis Symphony, Dorati.
SR 90054 MG 50054

BRAHMS Violin Concerto. Joseph Szigeti, London Symphony, Menges.
SR 90225 MG 50225

DONIZETTI Lucia di Lammermoor (complete opera, with libretto). Renata Scotto, Giuseppe di Stefano, La Scala, Sanzogno.
SR 2-9008 OL 2-108

BRITISH BAND CLASSICS: Original works for winds by Holst, Walton, and Jacob. Eastman Wind Ensemble, Fennell. **SR 90197 MG 50197**

BIZET Carmen Suite; L'Arlésienne Suites 1 and 2. Detroit Symphony, Paray.
SR 90001 MG 50135

OLYMPIAN
MERCURY LIVING PRESENCE

Mercury RECORDS

LIVING PRESENCE . . .
THE MERCURY CLASSICAL CATALOGUE

Great music deserves the finest recording, certainly. We feel that Living Presence *is* the finest recording, and the phrase itself tells you why Mercury Living Presence albums are unique—they alone of all fine recordings take you into the *living presence* of the music, with performances even more vivid and life-like than you could hear in your favorite concert hall.

Like most good things, Living Presence is basically a simple philosophy. It is the answer to a fundamental question: What is the way to preserve a live performance best? That way is to use a single, extremely sensitive microphone, which, like the human ear, hears from all sides equally well. We place this microphone in what is called the focal point of the auditorium. In other words, we test and re-test for every recording session until we find the location at which the sound of the orchestra playing combines perfectly with the reverberance of the auditorium's acoustics.

Once this microphone is hung in place, it is never moved. Furthermore, the sound which it relays to the recording machines is never altered by Mercury engineers. If the music is loud, it remains loud; we do not compress it or otherwise rob it of its true timbres and range. If the music is soft, we do not boost it by artificial methods. What you hear on a Mercury Living Presence recording is exactly the performance of the conductor at the time of the original session.

For stereophonic recording, three microphones are used, but they are treated as a single unit. They are hung so as to catch the full panorama of orchestral sound in all its balance and depth, spread and definition. Throughout the session, the three microphones, while each picks up a slightly different perspective because of its location, continue to "hear" as one. Therefore, when they have been combined onto the stereo disc, the result is a true re-creation of the orchestra.

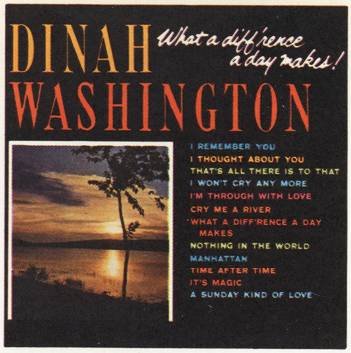
Naturally, only orchestras and artists who have established the finest reputations are invited to record for Mercury, and they perform on disc the compositions which have made them famous. The record collector knows he can depend on superlative musicianship when he buys Mercury, no matter whether he prefers the ballet to the march, Bartók to Gershwin, the pipe organ to the piccolo.

Add to these albums such features as ultra-quiet surfaces, precision cutting and pressing, carefully inspected production and packaging, and you will see why the words "Living Presence" on each one are your guarantee of the ultimate in superb music and sound.

All these albums are available in both STEREO and MONAURAL versions, so numbers are listed for each. STEREO album numbers are prefixed by the letters SR; MONAURAL album numbers are prefixed by MG.

MERCURY RECORD CORPORATION
CHICAGO, ILLINOIS

ENCORE OF GOLDEN HITS
The Platters **MG 20472**



WHAT A DIFF'RENCE A DAY MAKES
Dinah Washington **SR 60158 MG 20479**

VAUGHAN AND VIOLINS
Sarah Vaughan **SR 60038 MG 20370**

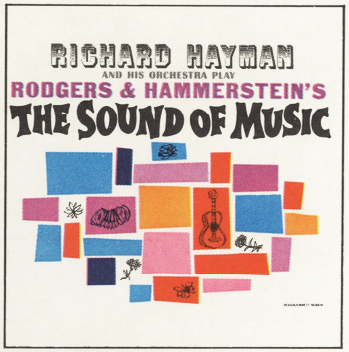
LET'S DANCE
David Carroll **SR 60001 MG 20281**

ENDLESSLY
Brook Benton **SR 60146 MG 20464**

MORE SONGS FROM GREAT FILMS
Clebanoff **SR 60162 MG 20483**

GOLDEN HITS
Patti Page **SR 60239 MG 20495**

IMPROVISATIONS TO MUSIC
Nichols and May **SR 60040 MG 20376**



THE SOUND OF MUSIC
Richard Hayman **SR 60177 MG 20500**

BIRTH OF A BAND
Quincy Jones **SR 60129 MG 20444**

RICH VS. ROACH
Buddy Rich and Max Roach **SR 60133 MG 20448**

HARMONICHA CHA CHA
The Harmonicats **SR 60061 MG 20391**

Mercury RECORDS

Mercury albums bring into your home the most realistic and altogether thrilling reproduction of music ever known. Mercury recordings have set the industry's standard for engineering craftsmanship, widest frequency and dynamic range, startling clarity of depth, breadth and direction.

MORE TOP SELLING MERCURY ALBUMS

THE FASCINATING ERNESTINE
Ernestine Anderson **SR 60171 MG 20492**

I LOVE YOU IN SO MANY WAYS
Brook Benton **SR 60225 MG 20565**

LET'S DANCE AGAIN
David Carroll and his Orchestra **SR 60152 MG 20470**

GOLDEN GOODIES
Various Artists **SR 60217 MG 20511**

A COLLECTION OF GOLDEN HITS
Various Artists **MG 20213**

REFLECTIONS
The Platters **SR 60160 MG 20481**

UNFORGETTABLE
Dinah Washington **SR 60232 MG 20572**

BIG BAND MAN
Ralph Marterie And The All-Star Men **SR 60183 MG 20506**

AFTER THE BALL
Frank D'Rone with Billy May and his Orchestra **SR 60246 MG 20586**

LET'S DANCE AWHILE TO THE GRIFF WILLIAMS' STYLE
Griff Williams and his Orchestra **SR 60173 MG 20494**

EDDIE LAYTON
At The Mighty Wurlitzer **SR 60105 MG 20433**

SQUEEZE ME
Dick Contino **SR 60090 MG 20414**

FROM NATCHEZ TO MOBILE
The River Boat Five **SR 60030 MG 20378**

IMPORTANT NOTE: All Mercury monaural discs can be safely played on a stereo player. In fact, the sound of such discs will be even more brilliant and enhanced by your Stereo system. **HOWEVER, DO NOT PLAY YOUR STEREO RECORDS ON STANDARD MONAURAL EQUIPMENT.**

Stereo album numbers are preceded by the letters SR
Monaural album numbers are preceded by the letters MG

MERCURY RECORD CORPORATION
CHICAGO, ILLINOIS